

ORDER



Orders

Order / Rev: 57088

Alt Order #:

Product Desc: ESTIMATE 12057

Estimate: 12057

Flight Dates: 10/08/12 - 10/14/12

Original Date / Rev: 09/17/12 / 09/18/12

Order Type: CIA - O

KTVX-TV

Primary AE: Office Accounts

Sales Office: SLC

Sales Region: Local

Agency

Name: Media Strategies & Research

Buying Contact:

Billing Contact:

1580 Lincoln Street

Denver, CO 80203

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Matheson for Congress 2012

Demographic: HH

Product Codes: US Congress

Priority: P-3

Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	58	\$17,250.00	\$14,662.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	58	\$17,250.00	\$14,662.50	0.00
Totals	58	\$17,250.00	\$14,662.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/08/12	10/12/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10p-1036p	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--					5	\$400.00		0.00			
E 2	KTVX	10/13/12	10/13/12	ABC4 News at 10pm SaCM Sa 10p-1030p		10p-1030p	-----S-	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$325.00		0.00			
E 3	KTVX	10/10/12	10/12/12	Nightline M-F 1036p-1103p	CM	1036p-1103p	--1-1--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--1-1--					2	\$400.00		0.00			
E 4	KTVX	10/08/12	10/12/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	11111--	:30	5	\$95.00	P-3	0.00	NM	5	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--					5	\$95.00		0.00			
E 5	KTVX	10/08/12	10/12/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	11111--	:30	5	\$130.00	P-3	0.00	NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--					5	\$130.00		0.00			
E 6	KTVX	10/08/12	10/12/12	Good Morning America GMA 7a-9a	CM	7a-9a	11111--	:30	5	\$140.00	P-3	0.00	NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--					5	\$140.00		0.00			

Order / Rev: 57088
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 Flight Dates: 10/08/12 - 10/14/12

Advertiser: Matheson for Congress 2012
 Product Desc: ESTIMATE 12057
 Estimate: 12057

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KTVX	10/10/12	10/10/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	--1----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--1----		1			\$125.00			0.00			
E 8	KTVX	10/11/12	10/11/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	---T---	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1			\$150.00			0.00			
E 9	KTVX	10/08/12	10/08/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$100.00			0.00			
E 10	KTVX	10/08/12	10/12/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	11112--	:30	6	\$250.00	P-3	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	11112--		6			\$250.00			0.00			
E 11	KTVX	10/08/12	10/12/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5			\$165.00			0.00			
E 12	KTVX	10/08/12	10/12/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5			\$165.00			0.00			
E 13	KTVX	10/08/12	10/12/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5			\$165.00			0.00			
E 14	KTVX	10/08/12	10/12/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5			\$200.00			0.00			
E 15	KTVX	10/14/12	10/14/12	ABC4 News at 10pm Su Su 10p-1030p	CM		-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1			\$500.00			0.00			
E 16	KTVX	10/13/12	10/13/12	Sat ABC4 News @ 5p Sat ABC4 News @ 5p	CM	5p-530p	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1			\$175.00			0.00			
E 17	KTVX	10/14/12	10/14/12	SUN ABC4 News @ 5p SUN ABC4 News @ 5p	CM	5p-530p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1			\$175.00			0.00			
E 18	KTVX	10/09/12	10/09/12	M-F 630p-7p M-F 630-7p	CM	630-7p	-T-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1			\$400.00			0.00			
E 19	KTVX	10/09/12	10/09/12	Tue Reg 3	CM	9p-10p	-T-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1			\$2,500.00			0.00			
N 20	KTVX	10/08/12	10/08/12	Mon Reg 3 Castle 9-10p	CM	9p-10p	1-----	:30	1	\$3,200.00	P-3	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1			\$3,200.00			0.00			

Totals 58 \$17,250.00